



KEUFFEL & ESSER CO. *Adams and Third Streets Hoboken, N.J.*

TELEPHONE OLDfield 9-1100 • TELETYPE HOB 10

DRAFTING • REPRODUCTION • SURVEYING • OPTICAL METROLOGY • AUDIOVISUAL • PHOTOGRAMMETRY

January 13, 1966

*

Mr. T. Nelson
Systems Consultant
Box 1546
Poughkeepsie, New York

Please see attached
Department of New York

Products speak louder than words.

We could tell you a lot about Keuffel & Esser Co. but we think "the Compatibles" tell it better.

These products -- HERCULENE(R) Drafting Film, PHOTACT(R) Polyester Photographic Film, and Wash-Off Film -- reflect our long-term commitment to both the drafting and reproduction departments.

The surfaces of these products have been made completely compatible. Thus the reproduction products work exactly the same on the board as the drafting film -- the same techniques and equipment, the same excellent results. And the drafting film is perfectly suited to all the modern reproduction techniques, including microfilm.

The second thing the Compatibles have to say about K&E is our continuing dedication to producing the best product of its kind -- no matter what it is. Each of these films is a carefully engineered combination of layers -- microscopically thin and applied with extreme care to give them special properties which cannot be obtained with any single coating. It takes longer, it costs more, but the resultant quality is our vindication.

These two qualities -- dedication to the engineer, and dedication to superiority -- pretty well tell the story of the entire K&E line.

The attached literature will give you a more complete breakdown on the specifics. Further facts and samples are yours for the asking from your nearby K&E representative.*

Thank you for your interest.

Very truly yours,

KEUFFEL & ESSER CO.

Marsh W. Bull
General Sales Manager

MWB:jl
#155

Main Office: HOBOKEN, N. J.

Branches: NEW YORK • PHILADELPHIA • BALTIMORE • ORLANDO • DETROIT • CLEVELAND • AKRON • CHICAGO • MILWAUKEE • ST. LOUIS
KANSAS CITY • WICHITA • DALLAS • HOUSTON • DENVER • LOS ANGELES • SAN FRANCISCO • SEATTLE • ANCHORAGE • TORONTO • MONTREAL

KEUFFEL & ESSER CO.

15 PARK ROW, N. Y. 38, N. Y.

DIGBY 9-2400

60 EAST 42nd STREET, N. Y. 17, N. Y.

MURRAY HILL 7-6510

25-34 JACKSON AVENUE, L. I. C. 1, N. Y.

EMPIRE 1-2190

RUEHLE-SHAW COMPANY, INC.

44 CLINTON STREET

MARKET 3-3358

NEWARK, N. J.

MARKET 3-1607

ACADEMY BLUEPRINT CORP.

48 STATE STREET

DIAMOND 3-3811

HACKENSACK, N. J.

HERCULENE • PHOTACT • DUPRO
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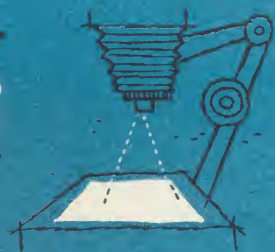


The **COMPATIBLES**

***The Matched Line of Drafting and Reproduction Films
Designed for Total Engineering Performance***



THE COMPATIBLES STORY



How Three Unique K & E Drafting and Darkroom Products Can Save You Engineering Time and Engineering Dollars

In the COMPATIBLES, K&E offers a matched, compatible set of drafting, photographic, and wash-off films. They are best known by their trademarks names:

HERCULENE® PHOTACT® & DUPRO®

Both sensitized materials, PHOTACT and DUPRO, feature the same polyester film base and engineered drafting surface which has made HERCULENE a drafting room favorite for years. These common characteristics of base and surface are the user's assurance that all three products deliver the same superb working properties—1) pencil, ink and typing acceptance; 2) easy erasure before and after aging; 3) balanced transparency; and 4) extreme durability.

Thus the draftsman may use the same materials and drafting techniques on his PHOTACT and DUPRO second originals that he employs on his HERCULENE originals.

This handling "compatibility" of the three materials means smoother and faster work on the part of the draftsman. He uses the same pencil on all materials. The same eraser. The same drafting technique and the same erasing technique.

The sum of this is a standardization in technique that accounts for man hours saved in the engineering department. And, since the same drafting tools are used for each material, it also means dollar-saving, simplified purchasing.

Here then are drafting-reproduction products that meet the most exacting requirements on each job from original drawing through final reproduction—all in a single line of matched films. Remember the name—the COMPATIBLES.

The COMPATIBLES

HAVE A LOT IN COMMON

- same Mylar polyester base
- same flawless drafting surface
- same durability and reliability
- same enthusiastic reception in the drafting room

WORK TOGETHER IN PERFECT HARMONY

- same drafting procedure
- same erasing technique
- same drafting materials used
- same contact and microfilming techniques

SAVE YOU ENGINEERING TIME, ENGINEERING DOLLARS

- less time on originals and second originals
- single-supplier purchasing
- simplified purchasing

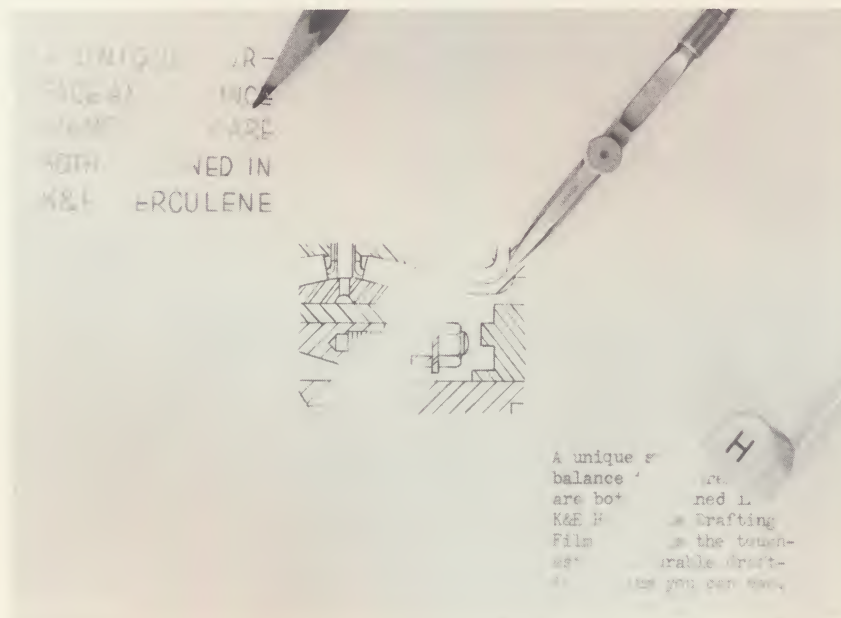
For Unexcelled Drafting Performance and Archival Permanence

HERCULENE® DRAFTING FILM

A virtually indestructible drawing medium, this Mylar polyester base film offers maximum durability and drafting performance. K&E's engineered drafting surface is permanently bonded to the base to assure image permanence for the life of the film itself. HERCULENE rolls without cracking, lies flat and is non-yellowing. The base film and coating are transparent, waterproof, age and heat resistant. Excellent for pencil drafting, ink work, typewriting. Offers unequalled erasability. HERCULENE is available in two thicknesses, with matte surface on one or both sides.

Also available with cross section guide lines preprinted on the film in non-reproducible ink.

THE ULTIMATE "3-WAY" SURFACE *"Excellent Take... Unrivalled Erasure"*



CHECK THESE FEATURES:

- Takes pencil, ink, typing
- Firmly anchored ink lines
- High, uniform transparency for fast reproductions
- Easy, clean erasure
- Impervious to stain and dirt
- Tough—stands up under hardest use
- Non-curling, non-wrinkling
- Age and heat resistant

19 1153	Matte surface one side.	Base thickness	003 in.
19 1253	Matte both sides	Base thickness	003 in.
19 1152	Matte one side	Base thickness	002 in.
19 1252	Matte both sides	Base thickness	002 in.

Also available with cross section guide lines preprinted on the film in non-reproducible ink.

ROLLS: Available in lengths of 20 and 50 yards; widths of 30, 36, 42 and 54 inches.

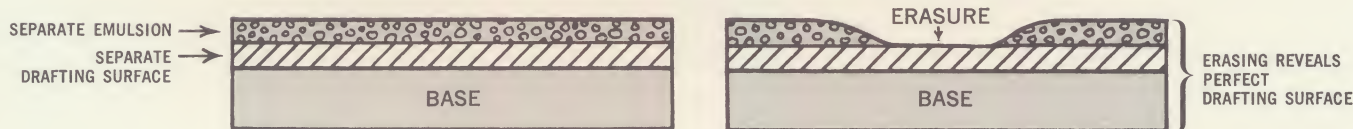
SHEETS: Sizes to order, plain or printed with title block or company name.

For Photographic Second Originals

PHOTACT[®] POLYESTER FILMS

PHOTACT polyester films are the most durable of all PHOTACT materials. They are practically indestructible, making them ideal for long reprint runs, frequent handling and extensive usage. PHOTACT polyester films are the *only* photographic films available with a two-layer drafting surface—in the photo emulsion and beneath the emulsion—which permits repeated redraws and erasures, and physical removal of the image without loss of drafting surface.

2-LAYER DRAFTING SURFACE MAKES REDRAWS A CINCH



Photact **CONTACT FILM** (37 2813)

For size to size positive intermediates. Valuable where restoration of original is important. Spotting and touch-up can be done on negative for superior results in second original. Darkroom handling.



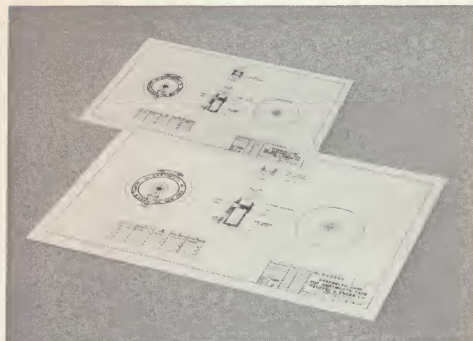
Extensive Revisions: First, a PHOTACT negative is made and all unwanted elements of the drawing are opaqued out. Then a PHOTACT positive is produced and sent to the drafting room where new elements can be added. The resulting second original can then be used to produce any number of duplicate prints.

Photact **DIRECT POSITIVE FILM** (39 2843)

For size to size black line reproductions from original pencil or ink drawings. Eliminates necessity for negative step. Requires exposure to UV light with yellow filter.

(Continued on reverse side of this page.)

Photact PROJECTION FILM (38 2843)



An ideal medium for yielding either full size or partial size projection prints from either 105 mm or 35 mm microfilm. Darkroom handling.

Projection Prints from Microfilm: To effect scale change, the drawing is first photographed on 105 mm or 35 mm microfilm. Then the negative is projected onto the Photact projection film, either full or partial size.

Processing: ALL PHOTACT Polyester Films can be processed with a regular paper developer. No short-lived expensive developers are needed. Fast processing, quick-drying.

ROLLS: Available in lengths of 20 and 50 yards; widths of 30, 36 and 42 inches.

SHEETS: Sizes as ordered.

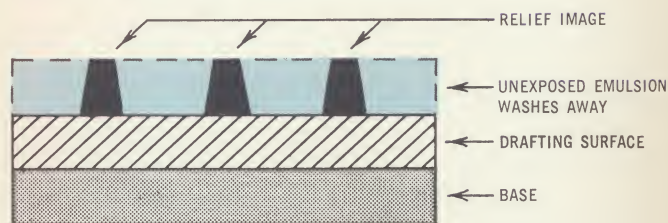
For Ink-Like Second Originals

DUPRO®
POLYESTER FILM (Wash-Off Type)

A superb medium for making second originals or duplicate tracings, especially when updating or modifying engineering drawings, or plats and maps. In addition to its sharp, ink-like images and superb image "cling", DUPRO offers unexcelled erasing characteristics. Drafting surface is excellent even following erasure. The polyester base assures durability and the high transparency required in making sharp copies.

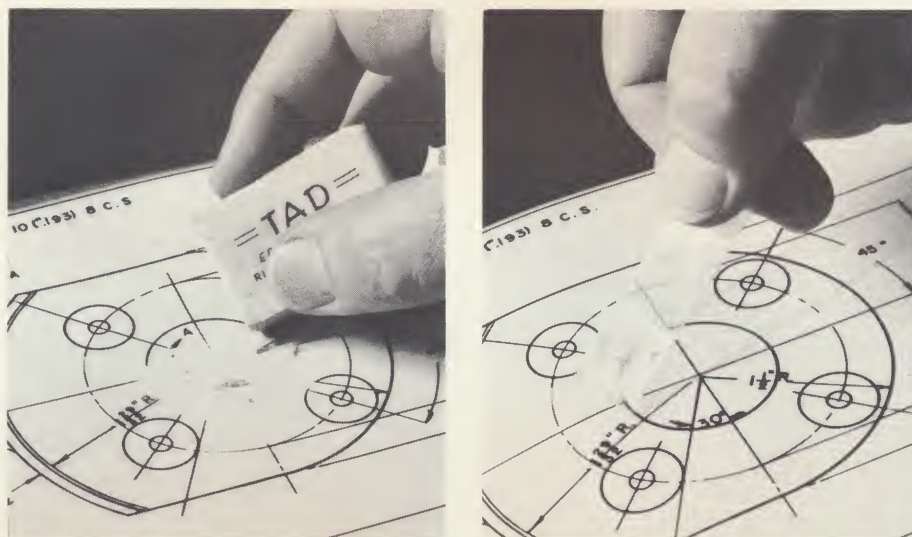
The Wash-Off Principle: The action of light on the emulsion causes that portion of the gelatinous surface to harden. The unexposed areas remain soluble and can be removed easily upon the application of a water wash.

What remains following wash-off is the relief image—the hardened glue plus the silver chloride which "colors" the image.



(To continue, turn to last page.)

Dupro® Polyester Film (Wash-Off Type)
(CONTINUED)



ERASES LIKE PENCIL . . . YET CLINGS LIKE INK

A Draftsman's Dream: The silver relief image left after the wash-off process clings to the surface better than ink. Yet removal of that same image line can be accomplished as easily as pencil erasure on an original drawing. Just rub the Dupro second original with a soft moistened eraser—image vanishes instantly, completely, cleanly.

Processing. Dupro offers the ultimate in processing convenience. Since the wash-off process can be accomplished in room light, prints can easily be examined during processing. Thus filled-in letters and areas such as 6's and 0's can be opened-up and image lines sharpened as part of the processing. Working prints require no hypo or short stop baths. Simply develop and rinse. Dupro prints are quick drying.

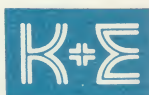
40 3133 Matte surface, two sides
40 3143 Matte surface, one side

ROLLS: Available in lengths of 20 and 50 yards; widths of 30, 36 and 42 inches.

SHEETS: Sizes as ordered.

**The
COMPATIBLES —**

*Your key to standardization
in the drafting room and
reproduction department.*



KEUFFEL & ESSER CO.

New York • Hoboken • Philadelphia • Baltimore • Orlando • Akron • Cleveland • Detroit
• Chicago • Milwaukee • St. Louis • Kansas City • Wichita • Dallas • Houston •
Denver • Los Angeles • San Francisco • Seattle • Anchorage • Toronto • Montreal